PHILIP MORRIS, U.S.A. INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Steve Sabella **DATE:** July 31, 1984

FROM: Mary Munkenbeck

SUBJECT: Merit Harbor Lights

As we discussed, Merit has developed a local promotion in Portland, OR on September 15 and 16. Merit Harbor Lights is a state-of-the-art fireworks show which will be accompanied by music. Scheduled for Saturday evening at dusk, Harbor Lights will be the focal point of Portland's Autumnfest, an annual festival expected to draw 250,000 over the two-day period.

We are currently finalizing the details for the event. We will need local sales force support to sample and place Merit signage in and around the festival grounds.

SAMPLING

Fifty thousand sample 6's will be sent into the marketplace. They should be distributed throughout Autumnfest with 70% distributed on Saturday. We will supply Merit T-Shirts, Merit Belt and Buckles and sampling bins. White shorts or slacks and sneakers will complete the samplers' outfits.

SIGNAGE

Posters: Merit will produce 1,500 large posters advertising our sponsorship of Harbor Lights. These need to be placed in local outlets as part of routine call coverage beginning two weeks prior to Autumnfest.

Banners: Merit is currently negotiating for the placement of 4' x 10' and 8' x 20' banners. These need to be hung just prior to Autumnfest. A diagram indicating placement will be provided shortly.

Lastly, we will need the Portland DM to serve as the local contact between Merit and the organizers. I have attached a fact sheet listing everybody's name and function. Could you please supply Howard or me with the name of the local DM, as well as the address of the POS warehouse where we can ship the above?

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Source: https://www.industrydocuments.ucsf.edu/docs/prnn0004

Thank you for your help in this matter. If you have any questions or problems with this, please let us know.

MM:jg
Attachment

cc: H. Goldfrach
E. Merlo

MARY

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